

Digitalisation and new distribution models

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We have a broad definition of the term ‘insurance distribution’.

Article 2

Definitions

1. For the purposes of this Directive:

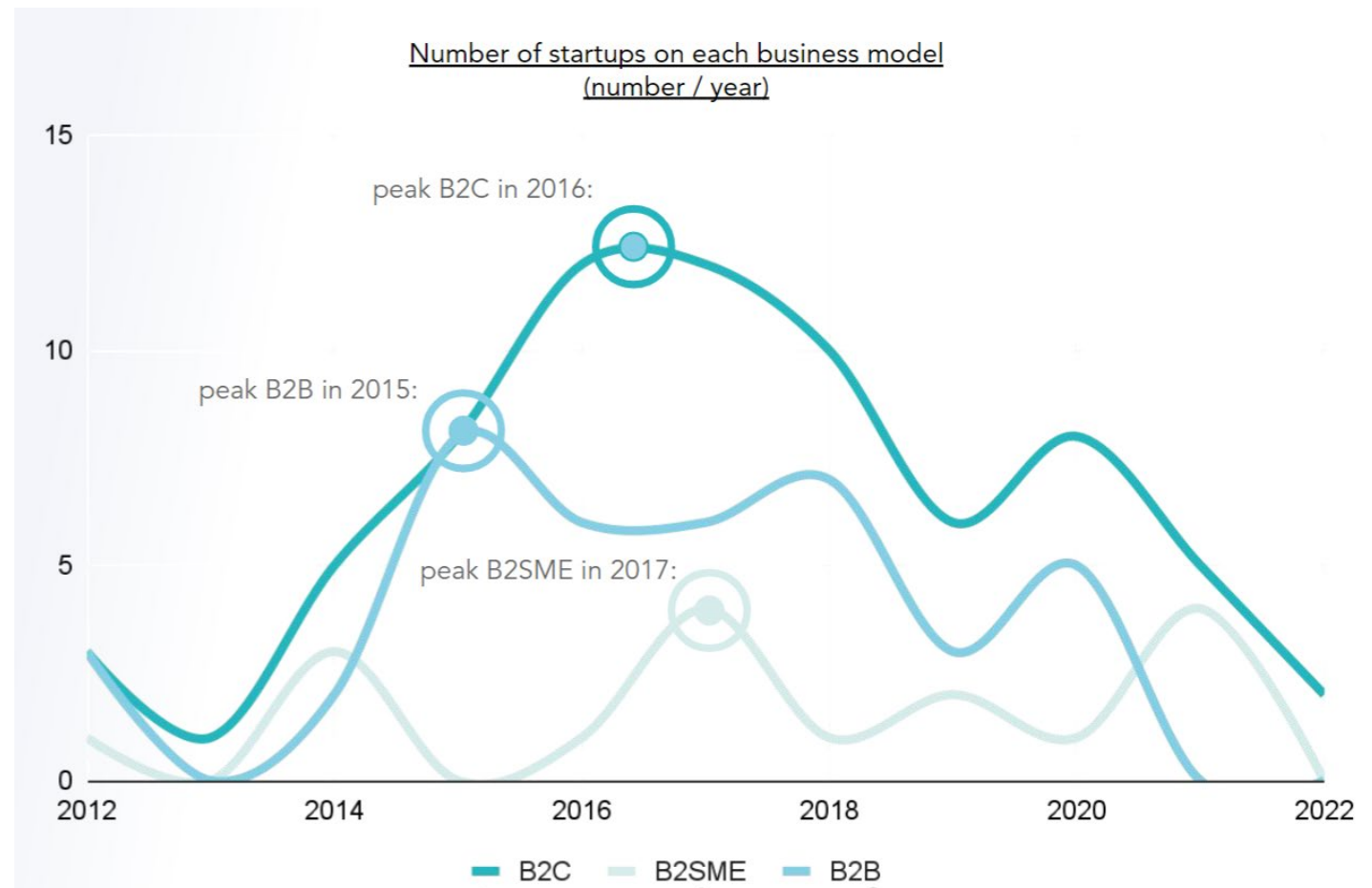
- (1) ‘insurance distribution’ means the activities of advising on, proposing, or carrying out other work preparatory to the conclusion of contracts of insurance, of concluding such contracts, or of assisting in the administration and performance of such contracts, in particular in the event of a claim, including the provision of information concerning one or more insurance contracts in accordance with criteria selected by customers through a website or other media and the compilation of an insurance product ranking list, including price and product comparison, or a discount on the price of an insurance contract, when the customer is able to directly or indirectly conclude an insurance contract using a website or other media;

Source: [Directive \(EU\) 2016/97, Article 2 \(1\)](#)



In Germany we have seen development in several waves.

- B2C, which targets end customers directly;
- B2SME, which targets small businesses directly;
- B2B, which offers services to incumbent companies and other corporates in the (re)insurance industry.

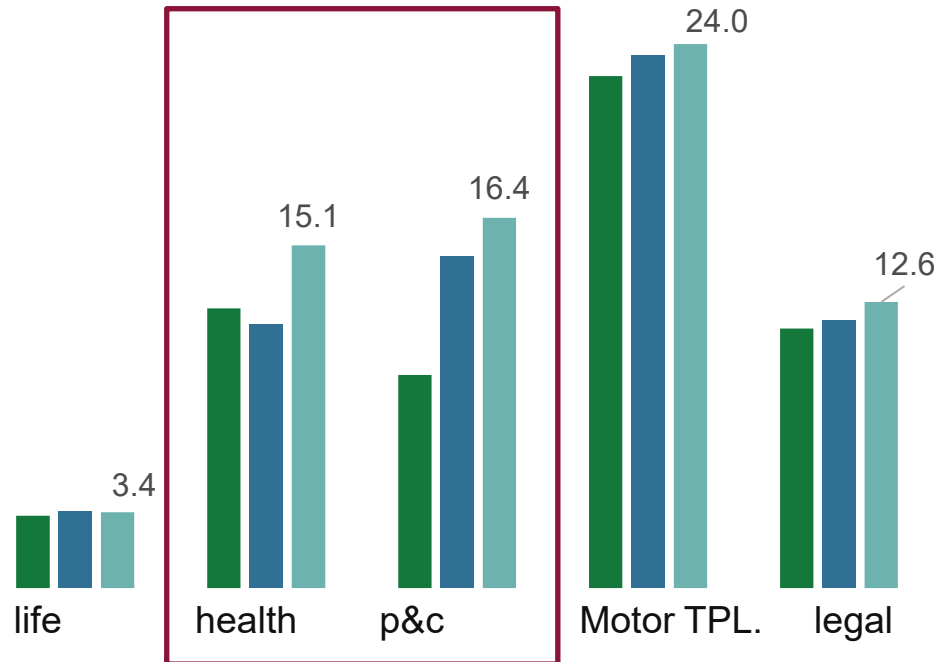


Source: [10 Years of InsurTech in Germany](#)

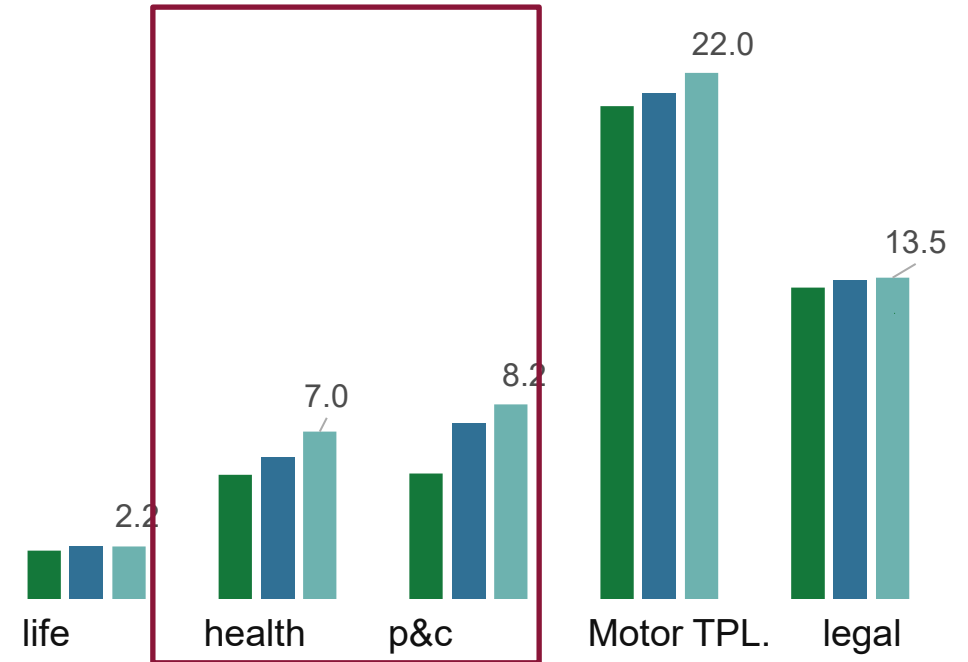
Sometimes people do buy insurance through purely digital means.

%, private lines, 2019/2020/2021 pure digital = without involving another human being

number of contracts



business volume



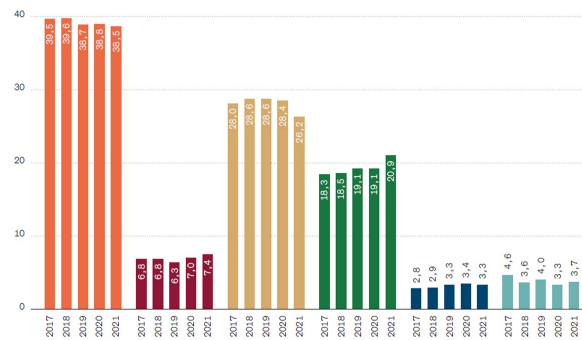
Source: GDV e.V. Survey Digitale Abschlüsse 2019 - 2021

The distribution channels' share of new business is relatively constant ...

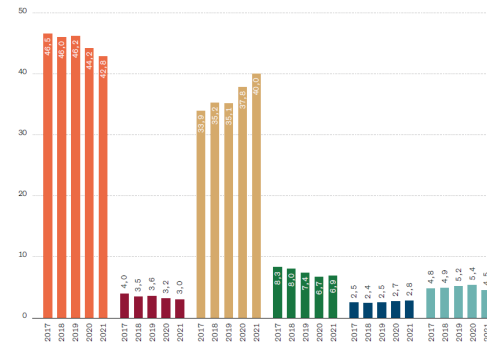
%, according to new business volume 2017 - 2021

- single-tied or insurance group intermediaries
- multiple agents
- brokers
- credit institutions
- direct selling incl. comparison websites
- other

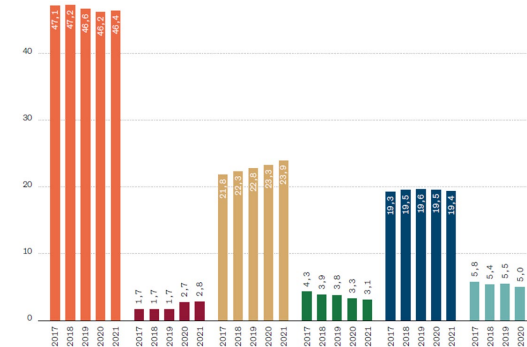
life



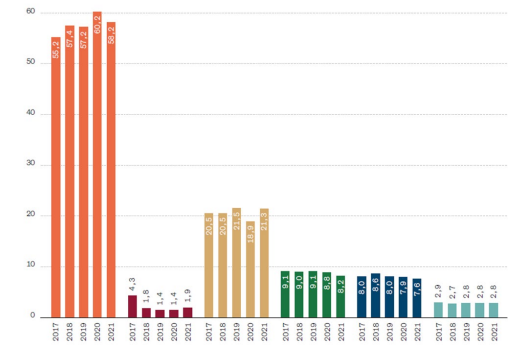
p&c



motor



legal expenses



Source: GDV e.V. Vertriebswegestatistik 2017 - 2021

